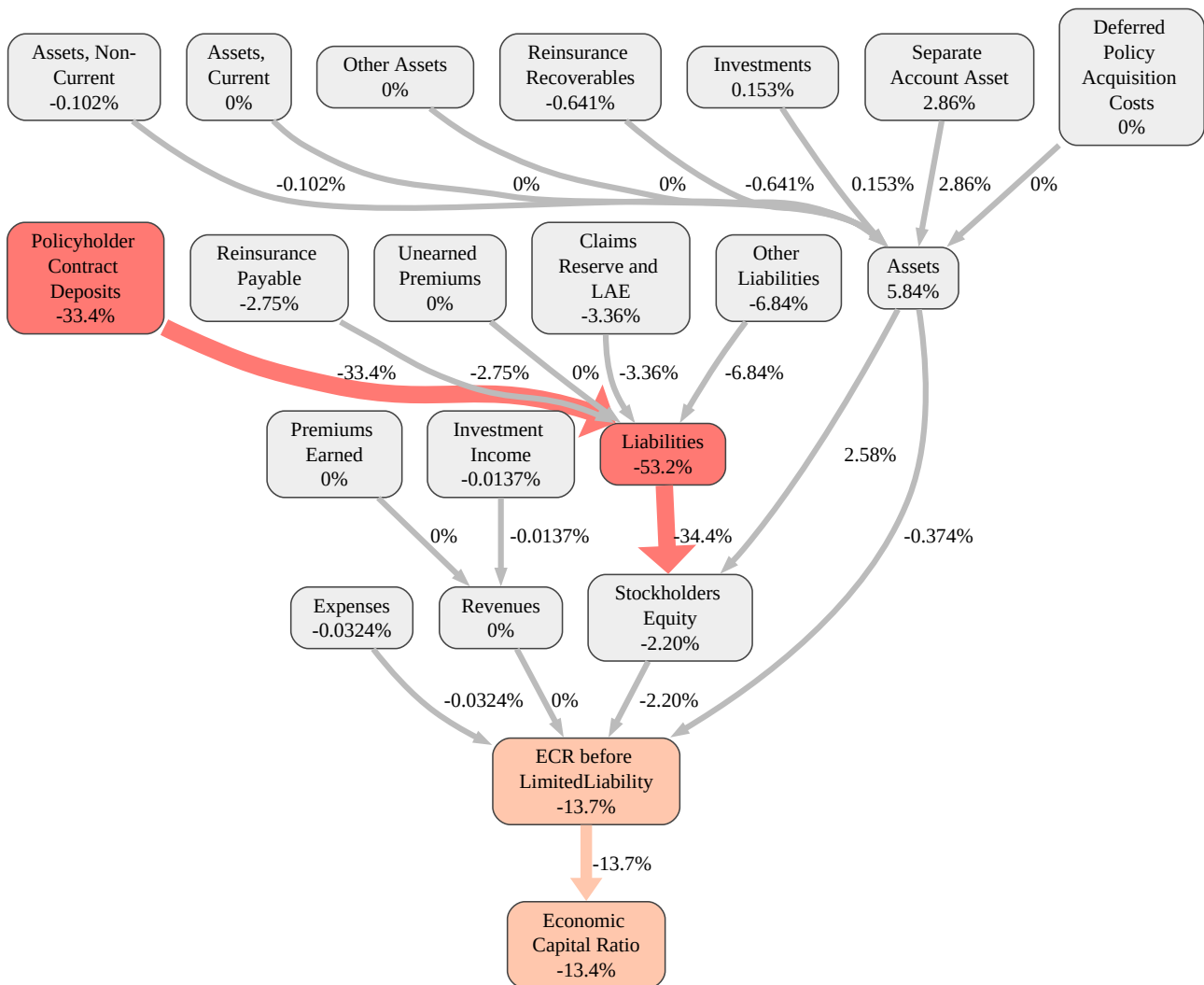




The relative strengths and weaknesses of Principal Financial Group Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

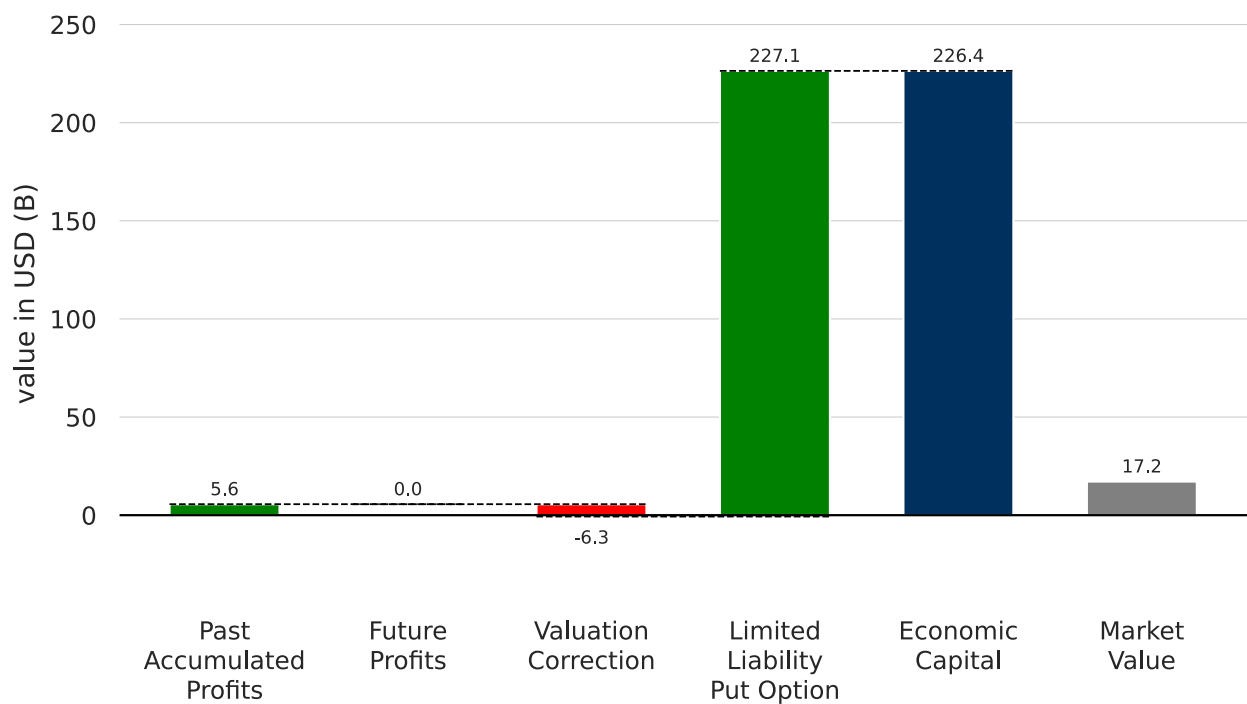
The greatest strength of Principal Financial Group Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 5.8% points. The greatest weakness of Principal Financial Group Inc is the variable Liabilities, reducing the Economic Capital Ratio by 53% points.

The company's Economic Capital Ratio, given in the ranking table, is 76%, being 13% points below the market average of 89%.

Input Variable	Value in 1000 USD
Assets, Current	4,707,700
Assets, Non-Current	895,700
Claims Reserve and LAE	46,826,500
Deferred Acquisition Costs Amortization	0
Deferred Policy Acquisition Costs	3,950,500
General and Administrative Expense	0
Insurance Commissions and Fees	0
Intangible Assets	3,078,300
Investment Income	4,091,900
Investments	98,320,400
Liabilities Current	0
Long Term Debt	3,930,900
Other Assets	22,489,700
Other Compr. Net Income	1,486,800
Other Expenses	5,207,500
Other Liabilities	54,926,800
Other Net Income	0
Other Revenues	3,103,000
Policyholder Benefits and Claims	7,788,200
Policyholder Contract Deposits	168,522,400
Premiums Earned	6,470,900
Premiums Receivable	3,998,800
Reinsurance Payable	19,629,500
Reinsurance Recoverables	0
Revenues Y+1	0
Revenues Y+2	0
Revenues Y+3	0
Revenues Y+4	0
Revenues Y+5	0
Separate Account Asset	167,605,600
Unearned Premiums	0

Output Variable	Value in 1000 USD
Assets	305,046,700
Liabilities	293,836,100
Expenses	12,995,700
Revenues	13,665,800
Stockholders Equity	11,210,600
Net Income	670,100
Comprehensive Net Income	1,413,500
BaseVar	649,544,634
ECR before LimitedLiability	-0.23%
Economic Capital Ratio	76%

Company Valuation: Principal Financial Group Inc



The RealRate Economic Capital of a company is its Past Accumulated Profits plus its Future Profits plus its Valuation Correction plus its Limited Liability Put Option. Past Accumulated Profits and Future Profits can be negative. The Limited Liability Put Option accounts for the limited liability of the shareholders, so the Economic Capital never falls below zero. Where the company is listed, its market value is shown next to it.